

The Economist

An analysis

History and background

The Economist is a subscription magazine service that offers both print and digital copies to its readers. It's published through the economist newspaper ltd, based in London.

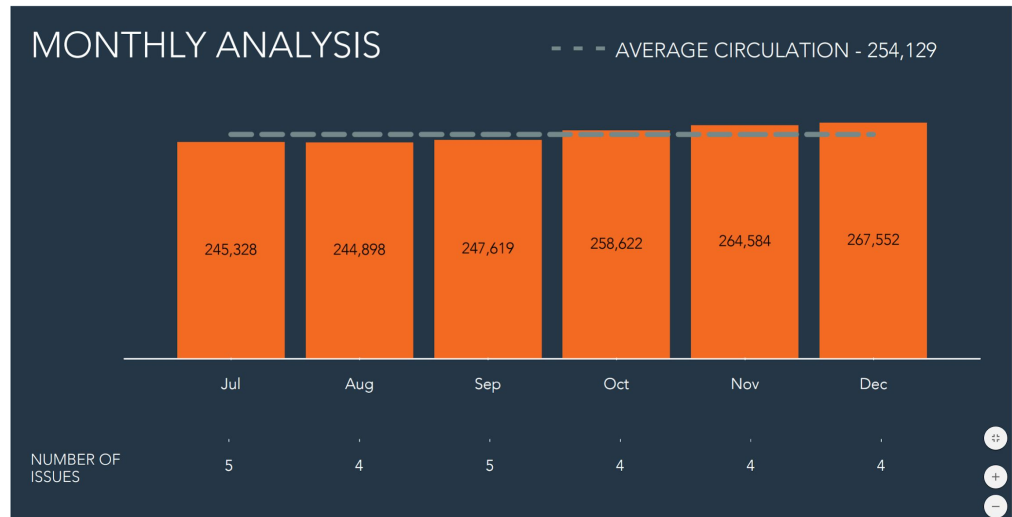
It was founded in 1843 by British Businessman James Wilson as a way of promoting campaigns to end tariffs on tradable goods, but later his son would broaden it into a more focused magazine on politics

In one of its first publications a prospectus was released detailing the main areas that its publishers wanted to focus on, including- the political economy relating to things like wages and rent, parliamentary reports and reports relating to the movements for free trade.

Circulation figures

During January-June 2018, I sold 948,851 in print format and 461,816 hits in its digital format. And that in a report published in February 2018 that the overall UK circulation was now up 7.8% which they had attributed to an 11% rise in its digital circulation.

The



Content

- Regional and topical sections.
- Roughly 15 ads throughout this edition.
- Text based focus.
 - Images that are present are either, statistical, satirical or serious.
 - Heavy current affairs and political focus.



Analysis

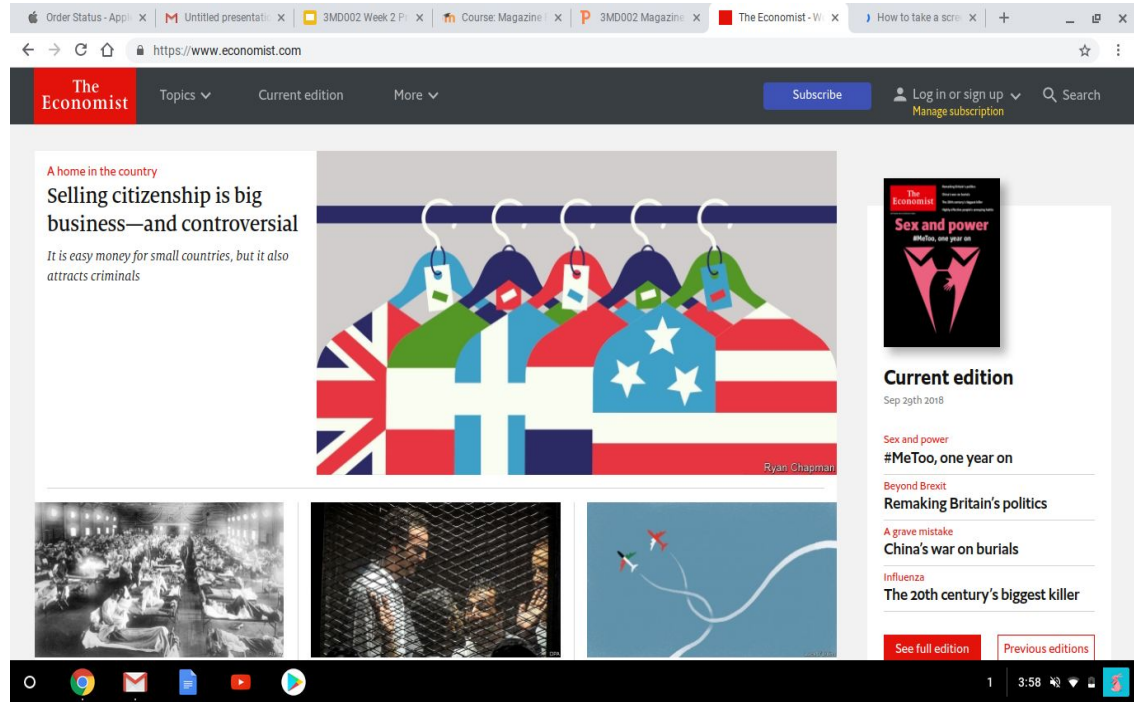
Johnson and Prijatel consider the reasons for success and failure of a publication through the following factors:

- A highly focused editorial philosophy
- A clearly defined formula
- A thorough understanding of and connection with the audience

(1999)

Digital presence

- www.economist.com
- Paid subscription
- Online version of magazine available.
- Free app, paid content
- Content very similar to newspaper.
- Style of website the same as magazine.



The screenshot shows the Economist website homepage in a browser. The browser's address bar displays "https://www.economist.com". The website's navigation bar includes the "The Economist" logo, "Topics", "Current edition", and "More" menus, along with a "Subscribe" button and a "Log in or sign up" link. The main content area features a large article titled "Selling citizenship is big business—and controversial" by Ryan Chapman, with a sub-headline "A home in the country" and a quote: "It is easy money for small countries, but it also attracts criminals". The article's image shows several hangers with clothing tags, each featuring a different national flag. Below this, there are three smaller images: a hospital ward, a person behind a wire fence, and a stylized graphic of a globe with a red dot. On the right side, there is a "Current edition" section for "Sep 29th 2018" with a list of featured articles: "Sex and power #MeToo, one year on", "Beyond Brexit Remaking Britain's politics", "A grave mistake China's war on burials", and "Influenza The 20th century's biggest killer". At the bottom of the page, there are buttons for "See full edition" and "Previous editions". The browser's taskbar at the bottom shows various application icons and the system clock at 3:58.

Digital presence - Subscriptions

← → ↻ 🏠 <https://subscription.economist.com/DE/Premia/EcomNotebook/Masthead> ☆ ⋮

Print



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Digital Presence

The screenshot displays the homepage of The Economist website. At the top, the browser address bar shows the URL <https://www.economist.com>. The website header includes the 'The Economist' logo, navigation links for 'Topics', 'Current edition', and 'More', a 'Subscribe' button, and a 'Log in or sign up' link with a 'Manage subscription' option. A search bar is also present.

The main content area is divided into several sections:

- Sections:** A list of categories including Latest updates, Leaders, Briefing, United States, The Americas, Asia, China, Middle East and Africa, Europe, and Britain.
- Blogs:** A list of contributors and their respective topics, such as Bagehot's notebook, Bartleby, Buttonwood's notebook, Democracy in America, Erasmus, Free exchange, Game theory, Graphic detail, Gulliver, Kaffeeklatsch, Prospero, and The Economist explains.
- Article Listings:** A vertical list of featured articles with titles and publication dates. Visible titles include 'The SEC threatens to ban Elon Musk from running any public company' (1 day ago), 'Brett Kavanaugh may have fared better with senators than voters' (2 days ago), 'Italy announces a budget that could wreck its economy' (2 days ago), 'The odd connection between Brexit and lukewarm religion' (2 days ago), and 'India's classical musicians come under attack' (2 days ago).

At the bottom of the page, a blue banner contains two call-to-action buttons: 'Subscribe: 12 weeks for £12' and 'Sign up: 3 articles per week'.